

Rep Order# 9803234 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:37 PM
Showing Buylines: All Lines

1 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1562
Buyer Media Placement
Phone#
Fax#

52750
Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	5A-6A	GD MRN CINN@5/GD MRN CIN@530	:30	\$60.00	09/26-09/26	1 P2	1	1	\$60.00	
			Buyline Comment: UPDATED 8/15									
	2	F	5A-6A	GD MRN CINN@5/GD MRN CIN@530	:30	\$60.00	09/28-09/28	1	1	1	\$60.00	
			Buyline Comment: UPDATED 8/15									
	3	TH	6A-7A	GD MRN CINN@6	:30	\$100.00	09/27-09/27	1 P2	1	1	\$100.00	
	4	M	6A-7A	GD MRN CINN@6	:30	\$125.00	10/01-10/01	1 P2	1	1	\$125.00	
	5	W	7A-8A	GD MRN CINN@7	:30	\$175.00	09/26-09/26	1 P2	1	1	\$175.00	
	6	F	7A-8A	GD MRN CINN@7	:30	\$175.00	09/28-09/28	1 P2	1	1	\$175.00	
	7	TU	8A-9A	LITTLE HOUSE	:30	\$150.00	09/25-09/25	1 P2	1	1	\$150.00	
	8	M	8A-9A	LITTLE HOUSE	:30	\$150.00	10/01-10/01	1 P2	1	1	\$150.00	
	9	TU	6P-630P	FAMILY GUY	:30	\$300.00	09/25-09/25	1 P1	1	1	\$300.00	
	10	W	630P-7P	AMERICAN DAD	:30	\$300.00	09/26-09/26	1 P1	1	1	\$300.00	

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LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	11	TH	7P-730P	TWO & HALF MEN	P3	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
	12	W	10P-1035P	LOCAL12 NWS@10<	P2	:30	\$350.00	09/26-09/26	1	1	1	\$350.00	
	13	SA	10P-1035P	LOCAL12 NWS@10<	P2	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	14	M	10P-1035P	LOCAL12 NWS@10<	P2	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
	15	TU	1035P-1105P	SEINFELD<	P2	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	16	F	1035P-1105P	SEINFELD<	P2	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	17	TH	1105P-1135P	TWO & HALF MEN<	P1	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	
	18	SA	2P-3P	LAW&ORDER CI	P4	:30	\$75.00	09/29-09/29	1	1	1	\$75.00	
	19	SA	3P-4P	LAW&ORDR CI B		:30	\$100.00	09/29-09/29	1	1	1	\$100.00	
	20	SU	12P-1P	LAW & ORDER		:30	\$75.00	09/30-09/30	1	1	1	\$75.00	
	21	SU	2P-3P	LAW&ORDER CI		:30	\$125.00	09/30-09/30	1	1	1	\$125.00	

---REPORT TOTALS---

Report Totals: 21 / \$4,170.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$3,545.00

Oct 12: 3 / \$625.00

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 21 / \$4,170.00

Station Totals: 21 / \$4,170.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,400	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null
Demos RA35+

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52750												
Line: 1												
09/26/12	Wednesday		:30	\$60.00		5a Good Morn Cincinna 5a-6a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$60.00							1	
Line: 2												
09/28/12	Friday		:30	\$60.00		5a Good Morn Cincinna 5a-6a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$60.00							1	
Line: 3												
09/27/12	Thursday		:30	\$100.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$100.00							1	
Line: 4												
10/01/12	Monday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$125.00							1	
Line: 5												
09/26/12	Wednesday		:30	\$175.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$175.00							1	
Line: 6												
09/28/12	Friday		:30	\$175.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$175.00							1	
Line: 7												
09/25/12	Tuesday		:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$150.00							1	
Line: 8												
10/01/12	Monday		:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$150.00							1	
Line: 9												
09/25/12	Tuesday		:30	\$300.00		M-F 6p-630p	6p-630p	PRIORITIES USA ACTIO 1562		P-1	1	MWASH-
				\$300.00							1	
Line: 10												
09/26/12	Wednesday		:30	\$300.00		M-F 630p-7p	630p-7p	PRIORITIES USA ACTIO 1562		P-1	1	MWASH-
				\$300.00							1	
Line: 11												
09/27/12	Thursday		:30	\$450.00		M-F 7p-730p	7p-730p	PRIORITIES USA ACTIO 1562		P-3	1	MWASH-
				\$450.00							1	
Line: 12												
09/26/12	Wednesday		:30	\$350.00		M-F 10p Local 12 News 10p-1035p		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-
				\$350.00							1	
Line: 13												
09/29/12	Saturday		:30	\$350.00		M-Su 10p Local 12 New 10p-1035p		PRIORITIES USA ACTIO 1562		P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12



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Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52750												
Line: 13												
				\$350.00							1	
Line: 14												
10/01/12	Monday		:30	\$350.00		M-F 10p Local 12 News 10p-1035p		PRIORITIES USA ACTIO 1562		P-2	1	MWASH
				\$350.00							1	
Line: 15												
09/25/12	Tuesday		:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1562		P-2	1	MWASH
				\$200.00							1	
Line: 16												
09/28/12	Friday		:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1562		P-2	1	MWASH
				\$200.00							1	
Line: 17												
09/27/12	Thursday		:30	\$300.00		M-F 1105p-1135p	1105p-1135p	PRIORITIES USA ACTIO 1562		P-1	1	MWASH
				\$300.00							1	
Line: 18												
09/29/12	Saturday		:30	\$75.00		Sa 12p-6p	(2:00:00 PM-3:00:00 P	PRIORITIES USA ACTIO 1562		P-4	1	MWASH
				\$75.00							1	
Line: 19												
09/29/12	Saturday		:30	\$100.00		Sa 12p-6p	(3:00:00 PM-4:00:00 P	PRIORITIES USA ACTIO 1562		P-4	1	MWASH
				\$100.00							1	
Line: 20												
09/30/12	Sunday		:30	\$75.00		Su 12p-7p	(12:00:00 PM-1:00:00	PRIORITIES USA ACTIO 1562		P-4	1	MWASH
				\$75.00							1	
Line: 21												
09/30/12	Sunday		:30	\$125.00		Su 12p-7p	(2:00:00 PM-3:00:00 P	PRIORITIES USA ACTIO 1562		P-4	1	MWASH
				\$125.00							1	
				\$4,170.00							21	
				\$4,170.00							21	
				\$4,170.00							21	
				\$4,170.00							21	
				\$4,170.00							21	

[Filtered by:] [Sorted by: Station]